

Annex 1: Work Specification

The key responsibilities of The Supplier for this project are:

WMRA Media Manager

Delivery:

Accurate and appropriate reporting on WMRA channels the organisations activities and publishing in a time critical manner.

Role:

Make a media calendar of event reporting and news item reporting.

Provide bi-monthly updates to the WMRA Council about media activities or when requested.

Write news items for the WMRA website and post news items using the WMRA web platform.

Edit, post and co-ordinate articles from external suppliers (eg guest athlete writers) for publishing on WMRA website and social channels.

Post on WMRA social media channels with a daily frequency. (Twitter, Instagram, Facebook).

Work to reinstate WMRA Youtube channel.

Provide World Cup coverage and reporting on WMRA social media channels and distributing this to the WMRA media partners. World Cup coverage includes per race weekend event:

1 x Preview article with photos (mid week)

Race day reporting / editing and posting on social media content that is provided by WMRA media creators that are on site.

1 x Review race report including results and photos providing links to WMRA assets (incl World Ranking) on race day afternoon or evening.

Competency:

The ability to make posts in more than one language while desirable is not obligatory while excellent competence in English and strong journalistic skills will be important. Strong knowledge of how social media channels function is needed.

Availability:

The work allows a lot of flexibility but WMRA expect that news items and media releases are posted in a timely manner (within a few hours of being released) during the same day.

Be available to work during weekends when WMRA race events are taking place for live coverage of the following events:

- World Mountain and Trail Championships
- World Masters Championships
- U18 International Cup

- All World Cup races (approximately 10 - 12 events = 10 - 12 weekends)

Travel to the race events is not necessary but can be made possible where required/desired at WMRA cost.

Ethical responsibility:

Posting and articles should reflect the values of Mountain Running and the WMRA organisation with informative and factually accurate news stories. Replying to comments will need to be done in a sympathetic manner.